

# Stoli to present super-premium range at Summit of the Americas 2021

Stoli Group, the leading global ultra-premium spirits and wines company, has announced its participation in the upcoming Summit of the Americas – a Virtual Experience (stand G5 – Wines & Spirits Hall)

“Following the cancellation of last year’s Summit of the Americas, we felt it was crucial for us to be present at this virtual event. The Americas is an incredibly important market for Stoli Group and the event will give us a super opportunity to showcase our growing range of premium and super-premium brands and reconnect with our partners in the region,” says JP Aucher, Global Duty Free & Travel Retail Director.

Known primarily for its Stolichnaya and award-winning Elit Vodka brands, Stoli Group’s overall strategy in recent years has been to expand its portfolio to capitalize on the growing demand for premium and super-premium brands. That has seen it enter the key liquor categories of rum, bourbon, agave (tequila and mezcal) and – most recently – gin.

For the Americas show, Stoli will highlight signature brands: Stoli Vodka, Elit Vodka, Louisiana produced Bayou Rum, ultra-premium bourbon Kentucky Owl and super-premium Se Busca Mezcal.

Handmade in Oaxaca, Mexico, Se Busca Mezcal is one of the most recent additions to Stoli’s portfolio and sure to be one of its fastest growing brands. According to research by Mordor Intelligence, the mezcal market is projected to grow at a CAGR of 14.2% between 2021 and 2026, as demand for this tropical agave plant-based liquor continues to increase significantly year-on-year.

Particularly popular among millennials, who are turning to mezcal over tequila, Mezcal is set to be a must-stock spirit for travel retailers. Visitors to the virtual Summit of the Americas can discover more about Se Busca during a live Engagement Lounge session on Wednesday, April 7 at noon. Simone Bodini, Global Brand Ambassador, will introduce the brand with signature serves and a virtual tasting for selected participants.

“The USA, Canada, Latin America and Caribbean are all key distribution markets for Stoli Group and we like to think that our portfolio of premium and super-premium brands really stands out for quality, originality and uniqueness.

The fact that we are on the right track in terms of quality of offer is borne out by the recent announcement that Elit Vodka has received Beverage Testing Institute’s (BTI) prestigious 2021 Best Vodka award. This win places Elit Vodka in an esteemed category as a ten-time winner,” adds Aucher.

With cruise ship business scheduled to restart next month, Aucher remains optimistic that the Americas duty free business will experience strong recovery in 2021.